



## ***AOT in Action***

### **TOURISM WORKS FOR ARIZONA!**

*Issue 140 – Jan. 2, 2007*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning,

This coming weekend more than 35,000 runners from not only across the nation but from around the world will arrive in Arizona to run the P.F. Chang's Rock and Roll Arizona Marathon & ½ Marathon. AOT is thrilled to once again join the Greater Phoenix, Scottsdale and Tempe convention and visitors bureaus in sponsoring this great event that brings so many visitors to Arizona. When the marathon began in 2004, it was estimated that it contributed \$40 million to the local economy and 17 percent of marathon participants extended their stay in Arizona and traveled outside Maricopa County. We look forward to updating the economic impact study this year to see how the race affects the entire tourism industry throughout Arizona. With more than half of the runners coming from out of state, we are certain that these visitors will take advantage of their free time by exploring all that the Grand Canyon state has to offer.

I want to wish the best of luck to all the runners on Sunday.

Have a great week.

Margie A. Emmermann Director Arizona Office of Tourism

# AOT News Flash

## **Teamwork for Effective Arizona Marketing (TEAM) FY 2008 Certification Workshops – SAVE the DATE**

The Arizona Office of Tourism is pleased to present our FY 2008 Teamwork for Effective Arizona Marketing (TEAM) Certification workshops. TEAM workshops are designed to provide comprehensive information on AOT's matching grant program and the applications process. To further assist communities and organization with their tourism planning and development, this year's workshop will also include information on how to develop a marketing plan. AOT offers the opportunity to attend a workshop in one of five Arizona communities: Phoenix, Sierra Vista, Kingman, Flagstaff, and Show Low. Workshop attendance is mandatory for those organizations who wish to apply for matching grant funding for FY 2008. To RSVP for a workshop, please contact Sarah Martins at 602-364-3687 or via email at [smartins@azot.gov](mailto:smartins@azot.gov). Please see below dates and locations, more information to follow.

Phoenix

Tuesday, February 13, 2007

9 a.m. – 12 p.m.

Sierra Vista

Thursday, February 15, 2007

1 p.m. – 3 p.m.

Kingman

Tuesday, February 20, 2007

1 p.m. – 3 p.m.

Flagstaff

Thursday, February 22, 2007

1 p.m. – 3 p.m.

Show Low

Tuesday, February 27, 2007

12 p.m. – 2 p.m.

## **Arizona Game and Fish Department Sponsors “Economic Benefits of Nature” Tourism Workshop**

Did you know the total annual economic effect of wildlife viewing in Arizona is \$1.5 billion? That includes more than \$820 million in retail sales. In fact, watchable wildlife recreation generates more than 15,000 full- and part-time jobs in our state. Nature tourism is one of the fastest growing segments of the tourism industry and watchable wildlife participants in Arizona outnumber the combined populations of Montana and Wyoming. Therefore, the Arizona Game and Fish Department is excited to sponsor “How

You and Your Community Can Profit from Nature Tourism.” The workshop will be presented by Watchable Wildlife, Inc., a national nonprofit organization that helps communities capitalize on their natural assets to improve the local economy. Topics of the workshop will include: the impact nature tourism has on state and local economies; how to promote wildlife tourism and build community support; and how to build a planning team to ensure successful implementation of nature tourism efforts. The clinic has been conducted from Iowa to Russia with positive results. For more information, contact Joe Yarchin at (602) 789-3589 or via email at [jyarchin@azgfd.gov](mailto:jyarchin@azgfd.gov).

When: January 26, 2007, 9 a.m. – 5 p.m.

Where: La Quinta Inn, 2510 W. Greenway Road, Phoenix, AZ 85023

Cost: \$35 includes materials, snacks and lunch

Maximum attendance: 50 people

## Industry News

### Remember, Passport Needed for Air Travel to U.S. Starting Jan. 23

The implementation date for the air portion of the Western Hemisphere Travel Initiative is just three weeks away. By Jan. 23, all passengers arriving via air transportation must have a passport to enter the United States, while the land and sea portions of the initiative cannot take effect earlier than Jan. 1, 2008, and no later than June 1, 2009. As a resource for those who are seeking more details regarding acquiring passports to meet the upcoming air provision, a new Web site, [www.getapassportnow.com](http://www.getapassportnow.com), launched recently. In addition to providing an overview of the WHTI requirements, the site gives extensive information on what people from the United States, Canada and Mexico need to do to apply for passports. U.S. residents who need to expedite getting a passport can visit one of the 13 regional passport agencies or the one Gateway City Agency (Washington, D.C.), which serves customers who are traveling within two weeks and those in need of foreign visas for travel. This must be done in person and appointments are required in such cases. To see a list of these 14 locations, [click here](#).

### Ten Trends to Watch in 2007

As 2006 ends our thoughts turn to the year ahead and what we can expect from the cautiously optimistic, yet still volatile, market environment in which we now operate. So here are our predictions:

- Demand for leisure travel services will continue to outpace that for business travel services, as more business travelers attempt to use the latest technology as a surrogate for business travel whenever possible and appropriate (and to manage the escalating cost of air transportation and lodging);
- Family travel (adults with children) will continue to grow at a faster rate than all other forms of leisure travel, as both parents and grandparents continue to look at travel as one way in which to “reunite” families in a contemporary world that is increasingly dominated by the demands of work...even if only for a few days;
- Practically all travel suppliers will attempt to raise fares and/or rates, as demand for travel services continues to grow, capacity becomes more strained, and

- operating costs escalate (on both airlines and in lodging accommodations, particularly in popular destinations like New York);
- The role of the Internet will continue to dominate the travel-planning/booking headlines, yet the incidence of Internet usage by both business and leisure travelers to plan some aspect of travel will remain flat, while the incidence of its usage to actually book reservations will continue to grow but at a significantly lower rate than we have observed during the past three years;
  - Comparison shopping of suppliers' fares and rates (and the corresponding "price transparency") will become more commonplace as consumers discover the power (and intrigue) of the nascent meta search engines such as kayak.com, qixo.com and the like;
  - The new "lifestyle" hotel brands such as NYLO, ALOFT, etc. will continue to gain both exposure and popularity among the next generation of travelers (the Millennials), as well as more mature travelers who wish to look, act and feel like Millennials;
  - The concept of "inclusive pricing" (one price for a bundle of basic services) will grow in popularity beyond destination resorts to include commercial hotels seeking to provide road warriors with good value for "just the basics" (a comfortable bed, a good working desk, breakfast, High Speed Internet access, and reward points);
  - Interest in spa-going will continue to grow as more consumers seek ways to manage the mounting stress in their lives (thereby igniting the next generation of spa development in commercial hotels);
  - The cruise industry will continue to enjoy remarkable growth (precipitated by the arrival of exciting new ships, an aging population, and general marketing prowess), thereby becoming an even more formidable competitor of destination (land-based) hotels and resorts;
  - The new .travel Internet domain will continue to grow in popularity as suppliers seek to market their products and services in a more refined online environment, and consumers seek refuge from the contamination and frustration that accompanies searches in the .com domain.

Most importantly, barring the impact of any catastrophic political, economic, social or terrorist event in the months ahead, 2007 should be another year for the record books.

*(Yesawich, Pepperdine, Brown & Russell)*

### **Change is in the Cards**

The little piece of plastic that buys 365 days of access to hundreds of national parks for the bargain price of only \$50 is being replaced this month. Since 2000, thousands of people have handed their National Parks Pass to rangers at park entrances in exchange for a wave, a map and a schedule of nature talks. Beginning this month, the new "America the Beautiful: National Parks and Federal Recreational Lands Pass" will provide access to all participating federal sites where entrance or standard amenity fees are charged. The new pass will cost \$80 annually. It will provide entrance to lands managed by the National Park Service, U.S. Fish and Wildlife Service, Bureau of Land Management, Bureau of Reclamation and the Forest Service. At least 80 percent of the revenue will

help fund facilities and services where the pass was purchased. All previously issued passes will remain valid until their expiration date. (*Page 9, National Parks, Winter*)

### **Travel Video Website Launches**

A new website is launching that will enable travelers to share their videos with family, friends and other travel-lovers around the world. Travelervideos.com invites visitors to upload vacation photos and travel videos, and write their own travel blog. The site also features web links, rating and a section where visitors can leave comments. There is an easy-to search travel directory of more than 7,000 video reviews, with links to relevant free travel videos on other web sites. In a bid to encourage users to share their videos, Travelervideos.com is launching with a travel video contest. Video submissions must serve as a travel guide to some location on the planet; be between one and five minutes in length; and be submitted by January 29, 2007. Travel video entries will be judged on three criteria: usefulness, factual content and quality. (*Source: Internet Travel News*)